PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: John Buehler/Connie Bulanda DATE: October 3, 1994

FROM: G. D'Alessandro GD/mp

SUBJECT: **Slims 2/95 Non Responders Direct Mail-Creative Brief**

Background

In an effort to make direct mail more efficient, Virginia Slims will be dropping a last chance mailing to 373,393 Slims and competitive smokers that have not responded to 93/94 SlimsClub mailings.

Objectives

- Determine if non responders want/not want to receive future Slims' mailings.
- Encourage purchase/continuity among non responder Slims' smokers.
- Incent trial/repeat purchase among key competitive non responder smokers.

Strategy/Tactics:

To provide non responders with an easy means to answer whether or not they would like to receive future Slims' mailings.

- 800 Number/Business Return Card: Slims will provide a last chance 800 number to make it easier and faster for consumers to respond. A return card with postage paid will also be included.
- Spring V-Wear: Since these non responders will not get a special Spring V-Wear mailing, a Spring V-Wear catalog will be included in case these smokers want to continue to participate in Slims offers.
- High Value Coupons: This mailing will deliver a B1G1F and $4.00 off carton coupons to give a compelling trial/repeat purchase offer to competitive and Slims' smokers.
- Efficiencies-Non responders: Non responders and consumers who request to be taken off, will be purged from future Virginia Slims' mailings.

Preliminary Audience:

Slims Ultra Loyal	43,860
Slims Loyal	58,366
Slims Unknown	132,939
Slims Vulnerable	9,727
Total Slims	244,892
Comp. Ultra Loyal	25,361
Comp. Loyal	44,471
Comp. Unknown	37,536
Comp. Vulnerable	21,107
Total Comp.	128,501
Grand Total	373,393

2041735225

Source: https://www.industrydocuments.ucsf.edu/docs/rmjm0004

Elements:

The format of this mailing will be consistent with the following elements:

- Outer envelop
- Letter with coupons & Business return card

  POS # 72158
  800 #: 1-800-884-9777

Coupons: Value	Expiration Date	UPC Code
B1G1F pack	4/30/95	4111404106
$4.00 off carton	4/30/95	4129304105

- Spring V-Wear continuity catalogue

Execution Guidelines

Tone - Should be familiar and relationship oriented. I.e.- In our past mailings.

Copy - Should be direct and to the point. I.e.- This is your last chance to receive. The return card should have a yes/no to continue receiving Slims' mail

Image - The piece should have the Slims' look. Consistent with Slims advertising and brand image. It should also incorporate strong branding.

Production Timing/Mailing:

Present Comps	w/o 10/17
Pre-Pro Meeting	w/o 10/24
A&K Due	w/o 11/7
Film Due to Printer	12/1
Personalization Tapes Due	12/12
Print/Convert/Finish	12/1-12/31
Laser Sign-Off Approval	12/14-12/29
Material to Lettershop	1/10
Drop Mailing	1/17 - 1/23 third class mail

Leo Burnett
D. Ryan
P. Venetucci

cc: B. Ferrin
W. Marin
N. Suter

2041735226

Source: https://www.industrydocuments.ucsf.edu/docs/rmjm0004